Competitive audit

Competitive audit goal: Compare the customization and ordering process of each competitor's site.

	General information								First Impressions		UX (rated: needs work, okay, good, or outstanding)							
	Competitor type (direct or indirect)	Location(s)	Product offering	Price ($ - $$$$)	Website (URL)	Business size (small, medium, large)	Target audience	Unique value proposition	Desktop website experience	Mobile website experience	Features	Accessibility	User flow	Navigation	Brand identity	Tone	Descriptiveness
Vistaprint	Direct	Worldwide	custom clothes, bags, stationary, holiday cards, art, drinkware, and more personalized items	$	https://www.vistaprint.com/clothing-bags/mens-t-shirts?couponAutoload=1&GP=11%2f29%2f2021=20%3a23%3a10&GPS=6117032369&GNF=0	large	small business owners, entrepreneurs, and creatives	personalized t-shirts in a range of designs, colors, and styles	RATING: Good + can easily see what's new or discounted to get started with some inspiration on what to shop for - the number of options in the navigation is overwhelming	RATING: Good + more organized with navigation or can simply use the search bar instead - there isn't a clear divider between sections and there's a lot of monotony in the text, so there's no hierarchy between header and item	RATING: Outstanding + upload image + add text or shapes + change colors + download a template of the design	RATING: Good + chatbot is available for assistance	RATING: Good + straight-forward + discount is automatically applied - there's no size chart available when selecting a size for shirt - must purchase at least 6 units, and they all have to be the same	RATING: Okay + there's a clear breadcrumb navigation - small text and overcrowded	RATING: Needs Work + consistent with the blue and black logo theme - a lot of text and images that make it look and feel clustered	basic	RATING: Outstanding + very detailed
BCCO NYC	Direct	NYC	t-shirt printing, embroidery, and patches	$$$	https://www.bcconyc.com/	small	millennials, streetwear enthusiasts, and businesses	same day t-shirt printing, no min or max to order for certain items	RATING: Good + has a brief overview to compare and understand all of the competitor's product services - multiple redirects in new tab	RATING: Needs Work - poor navigation (don't know where it is, all the way at the bottom) - the header is fixed while scrolling, but some of the text has no contrast with the background, so it's not visible - 'Get Quote' button that is fixed while scrolling is in the way of seeing content on the page because it's not positioned at a corner	RATING: Good + pick up / drop off	RATING: Needs Work - images take a while to load - text can be hard to read because of it's thin and lacks spacing while being on a distracting and transparent background	RATING: Needs Work + clear buttons to move from page to page for ordering process - either redirected or bombarded with pop-ups and all-caps text - too ambiguous and open ended with pricing and product	RATING: Good + short and minimal - on-hover animation adds emphasis to link - needs spacing between each tab	RATING: Okay + the main home banner successfully attracts attention while also showing that the brand is based in NYC - inconsistency with font choice - heavy use of all-caps text feels very demanding	flexible	RATING: Outstanding + to the point, but can go to page for more info
Giorgenti	Indirect	New York	custom suits and sweaters	$$$$	https://www.giorgenti.com/	medium	local, weddings and business professional workers	private consultation, measurements and assessment, quality fabric	RATING: Good + highly focuses on images and reviews, which adds value like a portfolio	RATING: Okay + easy to browse through - home page is not intriguing at all- the first thing you see is a video, but it has to be manually played - the info at the top of every page takes up half the page	RATING: Good + book an appointment + account for new and existing customers	RATING: Outstanding + a full accessibility menu with shortcuts and a video guide	RATING: Good + quick and easy - collection is only visible for existing customers, so new customers must physically go in after scheduling an appointment	RATING: Good + straight-forward - on-hover animation creates bad, hardly visible contrast between background color and text	RATING: Good + the vast use of images showcases their expertise in the field - can use some more negative space to separate sections of info	old school	RATING: Outstanding + good balance between visuals and text
Elenis	Indirect	NYC	cookies, personalized cookies, and gift sets	$$	https://elenis.com/personalized-cookies	medium	a range of ages for special occasions, as well as corporations	ships internationally and can even frost a photo onto a cookie	RATING: Outstanding + bright, adds character + highlights their product availability options through images and text + easy to navigate	RATING: Okay + consistent with the desktop website, in a good way - navigation buttons don't function properly and there's too many of them fixed together at the top of the page - images look nearly the same and do not add any variety	RATING: Good + select a shape + upload picture + style text + add a gift message	RATING: Outstanding + use of images make experience intuitive + there is alternative text	RATING: Outstanding + step by step process + uses common styling tools	RATING: Outstanding + simple + visually appealing	RATING: Outstanding + images manage to add a pop of color without being distracting + hot pink color choice creates a fun, creative energy	exciting	RATING: Outstanding + provides necessary information